

## CALEXICO CHAMBER OF COMMERCE

Join the Calexico Chamber's Internet Marketing Program designed with your Business in mind.

The Calexico Chamber of Commerce wishes to invite you to get involved with the Internet Marketing Program. Enhancing your organization's online image was never easier.

**Viva Calexico!**

### CALEXICO CHAMBER OF COMMERCE

1100 Imperial Avenue  
P.O. Box 948  
Calexico, CA 92231

Phone: 760-357-1166  
Fax: 760-357-9043  
Email: [staff@calexicochamber.ca.gov](mailto:staff@calexicochamber.ca.gov)



### Chamber Website Visitors Include:

- Consumers
- Local Businesses
- Businesses wishing to relocate
- Tourists & Winter Residents
- International Business Interests
- People Relocating to Imperial Valley
- Calexico Residents

If you offer products or services that target our audience in Calexico, California to individuals and corporations, we offer you a low-risk banner advertising campaign that works. Banners can increase the popularity and exposure/use of your web site and local business. With increased exposure comes increased productivity.

Our banner-advertising program is highly effective for promoting Calexico Chamber members' interests. When you advertise on the Calexico Chamber of Commerce website, you'll reach a specifically targeted audience interested in regional goods and services, consisting of tourists, consumers, and local residents. Studies have found that Internet banners have a significant effect in building brand name recognition even if they are not clicked and followed by the person seeing them. In fact, some studies have shown that up to 96% of the value of banner advertising comes from increased brand awareness. The Chamber website is active and in use 24 hours a day and every day of the year to advertise your business interests

With hundreds of millions of Web pages now online, a lone web site has been likened to erecting a billboard on the moon. No matter how good your site, if no one sees it you will not get a return on your investment. Most people now realize that building a Web site is only the first step to promoting your business on the Internet. Take that second step now by contacting the Calexico Chamber of Commerce to get involved in the Chamber's Internet marketing program. **(760) 357-1166**



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**Banner Technical Specifications:**

Dynamic Link to your website: Optional, but recommended  
Image Format: .gif format **“not transparent”**  
File Size: Less than 10 kilobytes  
Image Size: 400 x 60 Pixels

**Banner Submission Process:**

Please submit your banner image via email to: [staff@calexicochamber.ca.gov](mailto:staff@calexicochamber.ca.gov) or drop off a disk to the Chamber office.

**Banner Design Services:**

Banner design services are available for \$50.00/hour with a \$25.00/minimum most banners can be designed for the minimum fee. These fees include scanning of members logos, and dynamically linking to the Chamber Member's Website.

Placement	Cost/Month	Annual Cost	Banner Limitation
Front Page Banner	\$ 10.00/month	\$ 120.00	5 Banners
Photo Gallery “	7.00/month	84.00	5 Banners
Real Estate Page	7.00/month	84.00	5 Banners
Other Pages	4.00/month	48.00	Unlimited
2 Other Pages	7.00/month	84.00	Unlimited
4 Other Pages	12.00/month	144.00	Unlimited

Calexico Chamber Banner Advertising Marketing Program Order Form

	Item #	Description	Qty.	Price	Subtotal
Name					
Address					
Phone					

Method of Payment

☐

Check

☐

Bill Me

Order total: \_\_\_\_\_

Signature \_\_\_\_\_

Total: \_\_\_\_\_